

HEARTLAND FINANCIAL USA INC
 Form 4
 July 31, 2006

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 PECKOSH PAUL J

2. Issuer Name and Ticker or Trading Symbol
 HEARTLAND FINANCIAL USA INC [HTLF]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 1398 CENTRAL AVE.
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 07/31/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 SVP, Trust

DUBUQUE, IA 52001

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| Common Stock | | | | (A) or (D) | 107,980 ⁽¹⁾ ⁽⁴⁾ | D | |
| Common Stock | | | | V Amount (D) Price | 2,448 | I | 401(k) |
| Common Stock | 07/31/2006 | | G | 450 D \$ 0 | 1,450 | I | By Spouse ⁽²⁾ |
| Common Stock | | | | | 5,784 | I | IRA |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Non-Qualified Stock Option (Right to Buy) | \$ 9.83 | | | | | (3) 01/02/2008 | Common Stock | 18,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 12 | | | | | (3) 01/02/2009 | Common Stock | 9,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 12 | | | | | (3) 01/17/2010 | Common Stock | 2,250 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 8.67 | | | | | (3) 06/01/2011 | Common Stock | 750 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 8.8 | | | | | (3) 01/15/2012 | Common Stock | 750 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 11.84 | | | | | (3) 01/21/2013 | Common Stock | 3,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 19.48 | | | | | (3) 01/20/2014 | Common Stock | 2,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 21 | | | | | (3) 02/10/2015 | Common Stock | 2,000 | |
| Non-Qualified | \$ 21.6 | | | | | (3) 02/06/2016 | Common | 1,500 | |

Stock Option
(Right to Buy)

Stock

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------|-------|
| | Director | 10% Owner | Officer | Other |
| PECKOSH PAUL J 1398 CENTRAL AVE. DUBUQUE, IA 52001 | | | SVP, Trust | |

Signatures

/s/ Paul J.

Peckosh

07/31/2006

**Signature of
Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 4,940 shares held jointly with reporting person's spouse.
 - (2) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed to be an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
 - (3) Represents options to buy granted under the Company's Stock Option Plan, a Rule 16(b)(3) plan, which options vest one-third per year beginning on the 3rd anniversary of date of grant.
 - (4) Includes 5,000 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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